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## I. Introduction

### 1. Marina Design Principles Overview

In collaboration with a subcommittee of the Design Control Board, a draft set of Marina Design Principles has been created to guide the crafting of a new set of Marina Design Guidelines (MDG) for Marina del Rey. After the subcommittee's review of the draft principles, these Refined Marina Design Principles have been prepared for the review of the Design Control Board.

### 2. The new Marina Design Guidelines will:

- Emphasize the need for simplicity and clarity
- Be presented in a clean, concise, and user friendly format
- Clarify both the design of public realm and private leasehold improvements
- Balance guidelines vs. standards
- Suggest treatments for the waterfront walk, streetscape appearance, wayfinding, landscaping, lighting, and the pedestrian and boater experience
- Illustrate examples of successful designs

### 3. The Marina Design Principles will:

- Be used to guide the development and processing of a new set of Design Guidelines for Marina del Rey
- Describe how the MDG can create more cohesion, continuity, consistency, and connectivity in Marina del Rey
- Recommend techniques for creating a user friendly document for Department of Beaches and Harbors staff, Regional Planning staff, residents, and leaseholders and their development teams
- Be developed in collaboration with the Design Control Board and a Task Force to be appointed to provide input at key stages in the preparation and review of the MDG
- Guide the process of urban development by focusing on key areas where guidelines can have the greatest positive impact

## II. Marina Design Principles

The following Marina Design Principles identify six primary principles with supporting objectives. These Marina Design Principles will be used to develop new Marina Design Guidelines (MDG) for Marina del Rey.

### *1. Celebrate the edge where land meets water ...*

- Connect people to the waterfront by:
  - Providing continuous lateral public access along the entire waterfront of Marina del Rey
  - Providing access to the waterfront from the road and sidewalk network in Marina del Rey
  - Maintaining and accentuating an open-air feel
  - Providing a wayfinding system for pedestrians, boaters, bicycles, and vehicles so it is clear where there are opportunities to interact with the water's edge
  - Creating destinations along the Waterfront Walk that encourage ferry rides, boat rentals, watching boat races, bike rentals, dining, fishing, and watching wildlife
  - Encouraging public viewing of boating, recreation, and people watching
- Create boat watching opportunities by:
  - Encouraging walking along the promenade
  - Providing vista points at the water's edge
  - Offering waterside dining opportunities
  - Providing plazas or overlooks at strategic locations along the Waterfront Walk
- Connect people with the marina's natural elements by:
  - Providing seating for relaxation near the water
  - Offering public opportunities to get out over the water
  - Providing interpretive exhibits to inform the public
- Enhance services for boat users on the moles by:
  - Providing convenient parking to load and unload gear
  - Improving and maintaining boating support services
  - Providing temporary docking facilities in the harbor near public facilities and restaurants

### ***2. Highlight the variety of parks and recreational opportunities in the Marina***

- Provide active and passive recreational areas by:
  - Offering a variety of active and passive uses at Chace Park
  - Enhancing recreational activities and providing improved boating and beach facilities at Marina “Mother’s” Beach
  - Support private and public boater services
- Communicate the importance of restoration parks by:
  - Reassessing the role and function of Oxford Basin
  - Providing interpretive exhibits to educate the public about natural habitats within Marina del Rey
- Create gateway parks statements by:
  - Designing unique and attractive landscape features at Fiji and Bali Ways to announce entries into Marina del Rey
- Highlight open space areas by:
  - Illustrating the significance of Ballona Creek and Wetlands
  - Connecting bike and pedestrian paths to open spaces
  - Encouraging developers to create vest pocket parks for increasing the number of small green spaces
  - Incorporating parks at the water’s edge wherever possible

### ***3. Provide a distinct character and functionality for streetscapes in Marina del Rey***

- Maintain and emphasize a distinction between vehicle, pedestrian, and bicycle access by:
  - Offering alternate scenic routes for pedestrians and bicyclists
  - Providing direct service access that does not interfere with pedestrian experiences
  - Visually enhancing bike and pedestrian crossings
- Create a hierarchy of street experiences by:
  - Designing vehicular gateways with a distinct visual and spatial character
  - Creating distinctive landscaping for each street type (i.e., major and minor)
- Connect the street network with views into the Marina by:
  - Accentuating existing and new view corridors
  - Creating view corridors at key entry points
  - Providing public access through view corridors to allow pedestrians to go from sidewalks to the water's edge
  - Ensuring views to boats and water
  - Encouraging connections between new development, public spaces, and views
- Provide attractive and functional parking facilities by:
  - Incorporating landscaping distinctive to each mole
  - Buffering pedestrian ways to the waterfront from adjacent parking areas
  - Providing visual landmarks and wayfinding
  - Reducing visual clutter (i.e., storage areas, signage)

#### ***4. Establish a distinguishing identity for each mole as part of a larger whole***

- Create a separate and distinct identity for each mole by:
  - Creating identifying gateways at the entries to each mole
  - Identifying each mole road with a distinct tree species, not specific grasses and flowers
  - Providing an implementation plan to slowly integrate new, distinct tree species
  - Modifying the Marina's overall plant palette to create a landscape distinctive to each mole
  - Creating waterfront gathering areas unique to each mole

#### ***5. Promote sustainable systems throughout Marina del Rey***

- Improve health of natural systems by:
  - Protecting and promoting natural environments with Marina
  - Beautifying the Marina with a plant palette that conveys the Marina's identity and commitment to sustainability
  - Creating programs and incentives to reduce run-off pollution
- Connect people with natural elements by:
  - Providing experiences to get close to the water
  - Creating destinations for interpretive exhibits
  - Offering opportunities to appreciate wetlands
  - Encouraging wildlife viewing in habitat areas
- Introduce innovative "green" systems by by:
  - Developing LEED-inspired guidelines for new buildings that encourage integrating grey water, reusing materials, and taking advantage of natural wind patterns
  - Incorporate non-invasive compatible plants that bloom year-round
  - Encouraging low energy and water use to meet future energy supplies
  - Promoting techniques and practices to enhance the ecological health of the Marina
  - Considering the design of LEED-certified public buildings

### ***6. Provide leasehold design guidelines for future developments***

- Provide design guidelines for leasehold development by:
  - Providing clarity through a user friendly document that can be readily understood by staff, decision makers, residents, and applicants.
  - Encouraging projects that embrace and celebrate the water's edge
  - Promoting a fun, contemporary, "beachy" feel for new development
  - Avoiding designs that are franchise driven and artificially nostalgic
  - Allowing for flexibility and rewarding creative design through the timely processing of development applications
  - Recognizing the differences between redevelopment and remodeling projects and new development projects
  - Promoting the use of sustainable materials and green buildings

## III. Marina Design Guidelines Task Force

### *1. Purpose of the Task Force*

The purpose of forming the Marina del Rey Design Guidelines Task Force is to serve as an ad hoc working group composed of a mix of people of differing disciplines in Marina del Rey that would work within a defined time frame to review work products and provide feedback for refinement of those work products associated with the development of a set of Design Guidelines for Marina del Rey.

The reason for the appointment of such a group is the desire of Supervisor Don Knabe to receive broader based input on planning and design issues in Marina del Rey. Reaching out to lessees, residents, boating interests, and others with an interest in Marina del Rey will be important in building a more constructive dialog on design issues in the harbor.

### *2. Composition of the Task Force*

The Marina del Rey Design Guidelines Task Force shall be composed of seven (7) members to keep it at a workable and efficient size. It needs to be a compact group that believes in their purpose and their charge as outlined in subsequent sections of this report. Therefore we believe Marina del Rey Design Guidelines Task Force should be composed at minimum with the following types of people:

- One member of the Design Control Board
- One member of the Marina del Rey Lessees Association
- One member of the Visitors and Convention Bureau
- One member of the LAX Coastal Area Chamber of Commerce
- One resident of Marina del Rey
- One representative of boating interests
- One member at large to be appointed by Supervisor Knabe

Design Control Board member Peter Phinney appointed to serve the 4<sup>th</sup> Supervisorial District has agreed to serve as the DCB member to the group. Appointments from the organizations, i.e. the Lessee's Association, the Visitors and Convention Bureau, and the LAX Coastal Area Chamber of Commerce should be selected by their own membership. Other representatives, i.e. the resident and the representative of boating interests, would be encouraged to apply for a position on the Task Force. Applicants would be interviewed by a team consisting of Peter Phinney of the Design Control Board, a representative of Supervisor Don Knabe's office, and T. Keith Gurnee of RRM Design Group.



Members wishing to serve on the Marina del Rey Design Guidelines Task Force should be willing to make a commitment of six months and to attend six monthly meetings during the course of the work effort. They will need to embrace the purpose, charge, and process associated with the development and processing of design guidelines for Marina del Rey as outlined below. The Task Force will provide input during the preparation of a Hearing Draft document that would be submitted to and acted upon by the Design Control Board within six (6) months of that date at which time the Task Force would be dismissed. All of their meetings will be open to the public and be publicly advertised. The recommended purpose, charge, and process will be considered by the Design Control Board at its meeting of August 30, 2007.

### ***3. Staffing***

The Task Force will be staffed by the Department of Beaches and Harbors Planning Department with assistance from RRM Design Group who will serve as the facilitators of the Task Force meetings to assist DBH staff in organizing, facilitating, and agendaizing meetings. Regional Planning staff will be invited to participate and provide technical advice during the process.

### ***4. Time Frame***

It is expected that it will take approximately one month from the date of the approval of the Design Control Board of the Design Guidelines Principles and the process for formulating and approving the Marina del Rey Urban Design Guidelines as expected on August 30, 2007. Therefore, we anticipate the activities of the Task Force to commence in late September or early October, 2007, and concluding in March or April of 2008.

### ***5. Charge of the Task Force***

RRM Design Group has prepared a refined set of Guiding Principles to be attached to this Memorandum of Understanding that will be distributed to prospective Task Force members before their appointment. This memorandum and its attachments will need to be followed closely by the Task Force in reviewing and providing input on the design guidelines. It is the Task Force's charge to respond to work products associated with a set of design guidelines that will be consistent with these approved principles.

In addition to these principles, the Design Control Board will also be considering a process by which these design guidelines would be prepared including a calendar of six task force meetings with specific purposes and desired outcomes for each session over a six month period. This process is outlined in Section VII of this Memorandum.

Finally, it should be understood that the design guidelines document derived from this process will be presented to the full Design Control Board for action and adoption in the spring of 2008. Upon their

approval by the DCB, the Design Guidelines will need to be taken to the Regional Planning Commission, the Board of Supervisors or the Coastal Commission for any subsequent action.

Therefore, the Marina del Rey Design Guidelines Task Force will be expected to work within this organized framework in developing a set of design guidelines that will bring about greater Marina del Rey and for many years to come.

### ***6. Schedule, Purpose, and Desired Outcomes of Task Force Meetings***

Outlined below is a series of six meetings that will guide the formulation and review of the Marina del Rey Design Guidelines document along with the purpose and desired outcomes of each meeting. After the initial meeting, each session will be devoted to both reviewing new work products and confirming directions for refinement on earlier work products.

Agendas for each meeting along with the work products to be produced will be delivered to committee members at least one week in advance of each meeting so that members can have ample opportunity to review and comment upon those products.

#### ***Task Force Meeting #1: Orientation and Organization***

This initial session will be devoted to orienting the Task Force members to the tasks at hand including the review of goals, objectives, design principles, and the process by which the Task Force will formulate, review, and recommend as a Design Guidelines document to the full Design Control Board. This session will also be devoted to the selection of officers, i.e. Chairperson and Co-chair, resolution of a day certain for each month that will be devoted to the Task Force meetings, and establishment of communication and interaction protocols between the Task Force, the staff, and RRM Design Group.

*Desired Outcomes:* Selection of officers, calendar of Task Force meetings, and comments on goals, objectives, principles, and process.

#### ***Task Force Meeting #2: Visual Images Survey***

This session will be an interactive one. Using RRM Design Group's CPS software as part of a Power Point presentation, contrasting images depicting differing treatments of various features in Marina del Rey, i.e. streetscape improvements, landscaping, street furniture, waterfront walk improvements, building architecture, etc. Task Force members would then be engaged to state their preferences for the desired imagery to be reflected in future work products.

*Desired Outcomes:* Review of and feedback on the visual imagery for Design Guidelines.

### **Task Force Meeting #3: Resolution of Imagery/Design Guidelines Outline**

Based on the results of the Visual Preference Survey at Task Force meeting #2, RRM will present and obtain feedback on the set of images to address each of the design features to be contained within by the Marina del Rey Design Guidelines and to review a detailed outline of the Design Guidelines document.

*Desired outcomes:* Final resolution of Design Guidelines imagery, feedback on refining the detail outline of the Design Guidelines document.

### **Task Force Meeting #4: Review Screen Check Draft Design Guidelines**

In addition to reviewing and approving the detailed outline of the Design Guidelines document, the Task Force would review the initial draft policies and programs for the Marina del Rey Design Guidelines and provide feedback for refinements.

*Desired outcomes:* Final approval of the Design Guideline outline, feedback for refinements to the Screen Check Draft Design Guidelines.

### **Task Force Meeting #5: Review Refined Guidelines and Policies on Administration and Implementation**

The Task Force will review and provide final comments on a set of refined guidelines based on the feedback received at Task Force Meeting #4 and will review and provide feedback on draft policies on administration and implementation of the guidelines.

*Desired outcomes:* Recommended revisions to the refined Design Guidelines in preparing a Hearing Draft document; recommended revisions to the Draft policies on administration and implementation.

### **Task Force Meeting #6: Approval of Hearing Draft Design Guidelines**

This final Task Force meeting would be devoted to presenting a Hearing Draft Design Guidelines document including text, graphics that would be the focus of public hearings before the Design Control Board.

*Desired outcomes:* Final recommendations on the Marina del Rey Design Guidelines document and comments for final recommended revisions.